

Oromia Broadcasting Network Embarks on a Transformative Upgrade with Etere Ecosystem

Ethiopia's Oromia Broadcasting Network (OBN), the nation's leading public service broadcaster, has embarked on a journey of media transformation with the strategic deployment of the advanced Etere Ecosystem. This groundbreaking integration signals a new era in broadcast excellence, automating workflows, boosting operational agility, and elevating the quality of media deliveries to audiences across the country.



Ethiopia's public service broadcaster, Oromia Broadcasting Network, has taken a step forward in modernizing its media infrastructure by adopting the state-of-the-art Etere Ecosystem. Etere worked together with its distributor, ARET video and engineering to successfully launch this project for OBN.

Etere logo

Etere Ecosystem provides a fully customisable and flexible framework of software modules that manages and connects a broadcaster's end-to-end workflow. Etere is fully scalable to meet the evolving needs of its users.

In this project, Etere Ecosystem modules include,



■Etere Media Asset Management (MAM) revolutionizes media operations at OBN by delivering centralized, seamless control over all media assets. Designed for precision and efficiency, Etere MAM optimizes the entire content lifecycle—from creation through distribution—by integrating data across departments and automating complex workflows.

Oromia Broadcasting Network In addition, productivity is enhanced with intelligent, AI-powered capabilities such as face recognition search, media censorship, Optical Character Recognition (OCR), and real-time speech-to-text conversion for closed captioning. Etere MAM also effectively tracks costs, approvals and tasks including expenses and licensing rights.



■Etere Web Floating License is a flexible licensing scheme that allows a limited number of licenses to be shared among a larger group of users as the license is not restricted to the username. For example, with 10 licenses, 10 users can log in to Etere Web concurrently, however, the license can also be shared among a larger group of users who log in at different timings. Etere is scalable to the needs of your organization and you can add as many licenses as you need even as your requirements evolve.

ARET

■Etere Web seamlessly integrates all main functionalities of the Etere Ecosystem, offering a powerful and intuitive platform for operators. Every feature is specially designed to streamline workflows, boost productivity, and simplify operations. With Etere Web, you remain connected and in control—empowering your business to thrive from anywhere, anytime.



■Etere T-Workflow empowers users to design, visualize, optimize, and seamlessly orchestrate workflows across the entire media lifecycle. It integrates with Microsoft SQL to manage the flow of information. It can start 100,000 workflows in ultra-fast speed of less than one second.

Etere Ecosystem

■Etere Multichannel Editor features an integrated interface for the real-time management, editing, and control of all your channels. Additionally, Etere also integrates seamlessly with Etere Executive Scheduling and Etere STMan to enable

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Media Asset Management



Etere MAM



Etere Web Multiplatform



Etere Workflow diagram



Etere Transcoder

quick insertion and edits of secondary events. With the user-friendly interface, Etere is designed with efficiency in mind.

- ■Etere Ingest enhances a station's ingestion process through a modular and effective system that can manage the ingestion of all common feeds. It can also capture SD/HD media in real time from virtually any video source, broadcast stream, FTP, and IP stream.
- ■Etere Resource Management features an integrated framework for media activities across the entire organization for an optimized organization, tracking and assignment of resources. It streamlines the schedule of tasks and appointments, improves the efficiency and profitability of the business and enable companies to design new optimized structures as and when required.
- ■Etere SNMP Console features a centralized console to manage system monitoring. It is able to detect and recover service downtime automatically. Furthermore, Etere SNMP Console seamlessly receives SNMP messages from other non-Etere applications or devices such as network switches, routers, and firewalls. It not only monitors the status of the system, but it also performs diagnostic tests, handshakes Etere applications to check if they are running correctly and saves the history logs of the system.
- ■Etere Tapeless Reception eliminates the need for physical copies and provides a secure way to automate the transfer of digital content, streamline workflow and ensure the fast delivery of content to market.

■Etere ETX Toolbox

Streamline live feed editing, previewing, and capturing with a centralized interface. Easily assign transitions between playlists for seamless playback. Enjoy unlimited previews and customize playback settings to fit your exact needs.

■Etere Activesync

Automate the creation and updates of links between video files and database assets. Synchronize high and low-resolution files across devices with effortless data sync for efficient asset management.

■Etere Media Manager

Move video files with customizable workflow rules. Integrated with Etere Transcoder, it allows format conversions, bit rate adjustments, and resolution changes for optimal compatibility.

■Etere Proxy Browsing

Scale up your workflows with unlimited browsing stations. Search, view, select, and edit clips—complete with secondary events—through an intuitive interface.

■Etere Transcoder

Convert files into any format or video standard for production, post-production, or distribution. Files are always ready where you need them, in the format you require.

■Broadcast Quality Player

Preview, monitor, and play back 4K-enabled file-based content with dual-monitor support. Switch effortlessly between video and audio streams and decode HiRes/LoRes formats reliably.

■Etere Executive Scheduling

Design short and long-term schedules with advanced planning tools. Seamlessly connect licensed content, commercials, imported assets, and regional ad insertions for strategic scheduling.

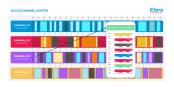
■Etere STMan

Broadcast metadata-rich events and unlimited secondary elements like logos, subtitles, and commands. The visual timeline highlights discrepancies for immediate correction and syncs directly with the editor for real-time updates.





Etere HSM



Etere Multichannel Editor



Resource Management



SNMP Monitoring Console



Etere Playout Automation diagram

■Etere Automation

Achieve fault-resilient playout with real-time device control and MAM integration. Supports SD, HD, and 4K resolutions with distributed architecture for uninterrupted workflows.

■Etere Automation Clone/Backup

Get multi-level fault tolerance with clone, one-to-many, and backup modes—using a single license. Identical copies across disk, tape, or cloud ensure disaster recovery readiness.

■Etere F90

Connect systems with automatic playlist updates and a centralized dashboard for approvals. Facilitates seamless communication between Etere Airsales and Etere Automation.

■Etere Subtitles Tool

Simplify closed and open captioning across platforms with multilingual subtitle generation, metadata search, and real-time editing—no extra hardware required.

■Etere ETX-L

Regulate audio levels to meet compliance standards. Integrated loudness analytics and full interoperability with Etere Automation tools.

■Etere QC

Detect anomalies like freeze frames, audio loss, or black frames with automated video and audio checks.

■Etere Resources Management

Manage resources in real-time, automate workflows, monitor finances, and enable collaborative metadata exchange across departments.

■Etere Memory

Record and store transmissions in MPEG4/WMV for compliance logging. HTML5 player support, multi-format compatibility, and unlimited simultaneous recordings included.

■Etere MAM – Davinci Resolve Integration

Experience seamless access to assets and editing tools through a unified login. Finish sequences in Davinci Resolve and upload them directly to Etere MAM.

■Etere HSM

Centralize archive management across tape, disk, cloud, and object storage systems with support for a wide mix of file formats.

■Etere Driver License

Eliminate technical barriers with universal device and system integration through dedicated driver licenses.

■Etere Remote Installation

Access real-time updates and installation from anywhere via VPN. Backed by 24/7 global support via Telegram, phone, and email.

Unlock the full potential of your media management with a strategy tailored to your business. Connect with our expert team today for a personalized consultation that delivers results.

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Subtitling with Closed Captions

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.



Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere digital technologies and market-proven remote/on-site services, such as consultancy, training, installation, and demonstrations, are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit **www.etere.com**

About Oromia Broadcasting Network (OBN)

Oromia Broadcasting Network (OBN) is a leading media organisation and public service broadcaster headquartered in Addias Ababa, Ethiopia. OBN broadcasts on Eutelsat via the Ethiosat platform. The channel is founded by the Oromia Radio and Television Organization (ORTO) on 12 July 2006. The programs are mainly broadcast in Oromo, with some programs in Amharic, Afar, Gurage, Somali, Kiswahili Arabic and English. https://obn.com.et/

